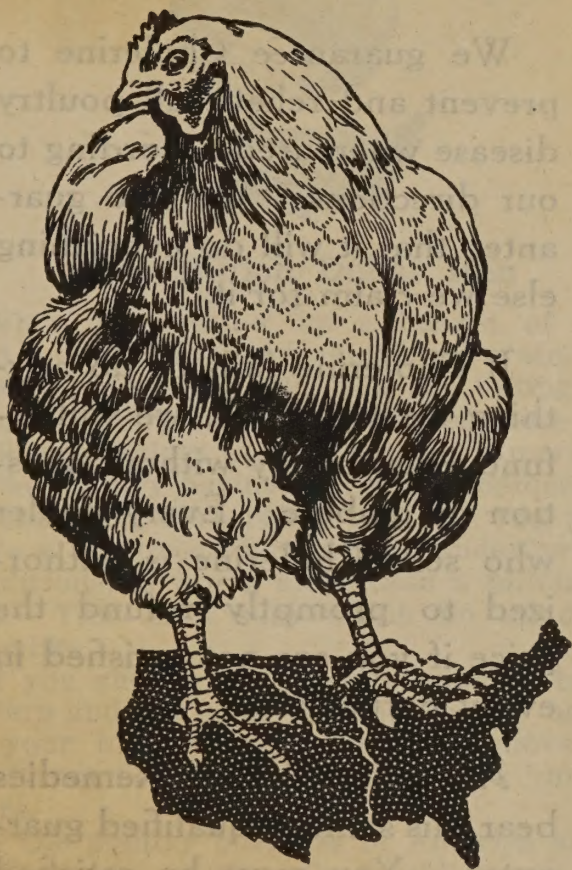


Something To Crow About



The Billion Dollar Hen



and Wonderful Results
with



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Germo Manufacturing Co.

St. Louis, Mo.

Los Angeles, Cal.

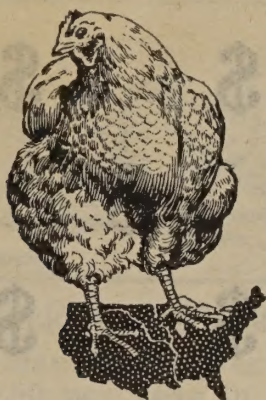
Our Guarantee

We guarantee Cholerine to prevent and relieve all poultry disease when used according to our directions. We also guarantee that it will do everything else we claim for it.

If Cholerine fails to do anything we say it will, we will refund your money without question or quibble. Every dealer who sells Cholerine is authorized to promptly refund the price if you are not satisfied in every particular.

All other Germa Remedies bear this same unqualified guarantee. You must be satisfied or you get your money back. You do not risk one penny.

This guarantee has held good for twenty years and request for refund will not average one in ten thousand sales.



The Billion Dollar Hen

When you gather up a basket of eggs, feed a bunch of baby chicks, or crate up a dozen fowls to be sold, you are taking part in an industry which contributes more than a billions dollars to the wealth of America.

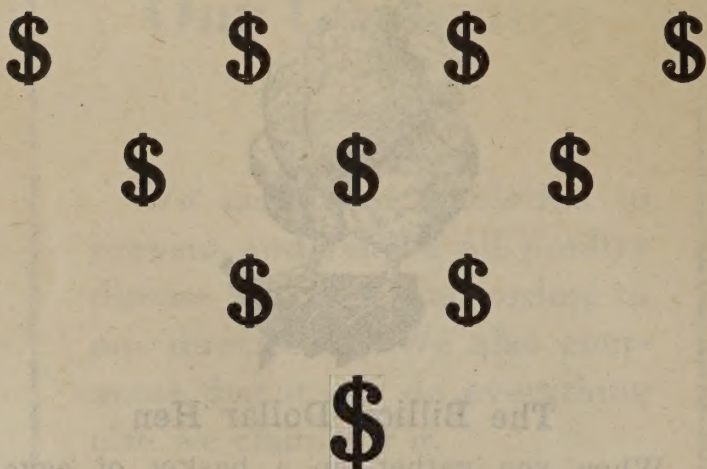
The poultry business is a big business. If all the hens were rolled into one you would have a mammoth bird which, under present conditions, is worth more than a billion dollars. This is a sum which no mind can visualize.

If you should start out to count a billion dollars and work for ten hours a day as fast as your tongue and hands can move you would not be through counting in a hundred years.

If the poultry business of America should be destroyed our people would starve. No greater calamity can be imagined. Eggs and poultry are absolutely necessary and we can easily use twice as much as the country now produces.

The purpose of this book is to tell poultry raisers how to get more eggs, raise more chicks and make more money on market poultry.

It will pay you to read every paragraph of this book with the greatest care.



Easy Money for You

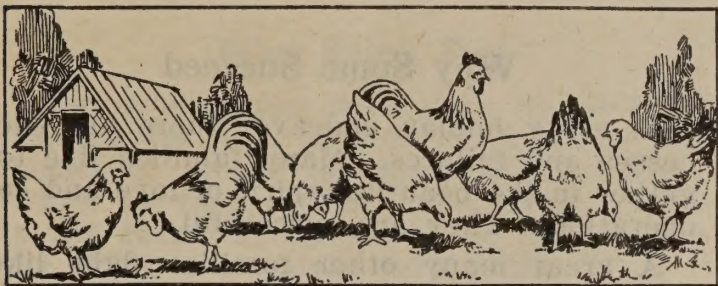
There is no easier way of making extra money than by raising poultry and eggs. Whether you have a flock of a dozen hens in your backyard, or a big commercial flock of 1,000 hens or more, you can make them very profitable.

This is a very fascinating business. There is something radically wrong with the man or woman who fails to get a lot of fun as well as money out of a flock of poultry.

There are no longer any secrets in the poultry business. The breeds have become standardized. Care and feeding have been simplified to such an extent that there is no excuse for failure.

Every failure with poultry, whether in producing eggs, raising baby chicks, broilers, or roasters, is due to improper care and feeding, and the wrong breed of poultry for your purpose.

The big thought right now is that you, personally, can make more money with poultry! We will discuss breeds, care and feeding under their proper headings.



Backyard Flocks

We know a man who makes a clear profit of over \$1,000.00 per year in the backyard of his city home. His yard is only 30 feet wide and 60 feet deep. He raises exhibition Leghorns.

We know a widow who sent a daughter through college and paid her grocery bill with the money she made from 100 hens in her backyard.

We know of thousands of others who helped clothe their families with the money they earn from small flocks of poultry in the backyards of towns and cities and in the barnyards of small farms.

The billion dollars' worth of poultry and eggs produced every year is not raised on the big poultry farms, but by the millions of small flock owners who average less than 50 hens each.

If you have any waste space in your backyard you can make it produce you a profit by buying a dozen or more good hens. If you are already raising poultry you can easily double your profits by following the simple rules on the following pages.

If you are a large poultry raiser, or if you are a feeder or shipper, you can make more money than ever before by applying the tried and tested methods given in this booklet.

Raise more poultry. Get more eggs. You cannot possibly do anything more useful to humanity nor engage in any work more pleasant or profitable.

Why Some Succeed

In every human endeavor there are successes and failures. Many families live together in the beautiful spirit of love and co-operation. They are successful.

A great many other families fight like cats and dogs. They are up against it all the time—always in debt—always wanting something they cannot enjoy. They are failures.

Fifty manufacturers may be doing a stupendous business, earning and paying big dividends to their stockholders, while fifty other manufacturers, with the same kind of machinery, may be failures.

We find this same condition in the poultry business. A large number of poultry raisers are very successful, but a still larger number are failures. The reasons for success are few and simple.

Those who succeed know that a hen is a wonderful piece of machinery, the sole purpose of which is to make eggs. They care for it in the right way and give it the right kind of material for making eggs.

And when the baby chicks are hatched they are cared for as tenderly as your own baby. They cannot stand cold, exposure or the wrong kind of feed any more than your own baby can.

The baby chicks are protected against disease and are fed right. When they reach the broiler stage they are strong, vigorous and meaty. They bring a big price.

If the broilers are to be fed and marketed as roasters they are so vigorous that they are quickly fattened and bring top prices in the best markets.

Success for you is just as easy as it is for the thousands of other poultry raisers such as we have mentioned.

Why Some Fail

Our investigators have gone all over the country for the purpose of learning the causes of failure in the poultry business. When we realize that almost every failure is the result of ignorance or carelessness the story is certainly very pitiful.

Mrs. Adams paid \$50.00 for a dozen Plymouth Rock Pullets of a famous laying strain and spent \$25.00 to have a modern poultry house built in her backyard.

Instead of feeding a good mash feed, rich in egg-forming materials, supplemented by a scratch feed, she fed table scraps and cracked corn. The hens got fat. The flock averaged only 3 eggs per day.

Then Mrs. Adams bought a 50-egg incubator and hatched 47 of the 50 fertile eggs that she placed in it. She fed the baby chicks a wet mash of cornmeal. They could not stand it. Most of them died of diarrhoea the first three days.

The previous owner of her premises had failed with poultry because of White Diarrhoea. She did not know that it is a germ disease and that infection is imparted to the hen and through her eggs to the baby chicks when they are hatched.

The County Agent told her how to disinfect her premises by plowing up the ground and killing the germs in the earthworms by spraying the soil with Germo Disinfectant. He also showed her that by feeding Cholerine to the mature fowls their eggs would be free from germs of this dread disease and the result would be healthy baby chicks.

The next hatch taken off by Mrs. Adams was successful and she raised 41 out of 45 of her chicks. Every chick was healthy when hatched and was kept healthy by the right feed and Cholerine.



Typical White Leghorn Cock

The Leghorn

In this book we discuss only the big money-makers, beginning with the Leghorn.

Occasionally you will find an individual Plymouth Rock hen or even a flock which wins the prize in egg production, but it is safe to say that the average production of Leghorns is equal to that of any other breed.

The White Leghorns are the favorites because they are easier to breed true to type and color. The Brown and Buff Leghorns are beautiful birds, but they are more difficult to breed true to type and they are not as productive as the white birds. Fine specimens are valuable for show purposes.

The pullets begin to lay at 6 to 8 months. At first the eggs are small, but they soon lay the medium-sized white eggs of yearling Leghorn hens.

Ideal
White
Leghorn
Hen



The Leghorns are too light for market fowls and too active for the city breeder. They do best on farms where the owner is feeding for eggs exclusively.



Typical
Brown
Leghorn
Hen



Prize-Winning White Rock

The Plymouth Rock

This is one of the best known general utility breeds. The hens lay large brown eggs which bring the highest prices when eggs are scarce.

There are three well-known varieties of this breed, the White, Barred and Buff. The Barred Rocks are very popular for show purposes, but for market, egg and meat production the White Rock is preferred.

Pullets hatched in January, February and March should become layers the following fall, and if they are properly fed and cared for they will be vigorous layers for two years or longer.

Early hatched chicks develop rapidly into broilers and at the age of six to ten months can easily be fattened for marketing and sold as roasters at top prices.

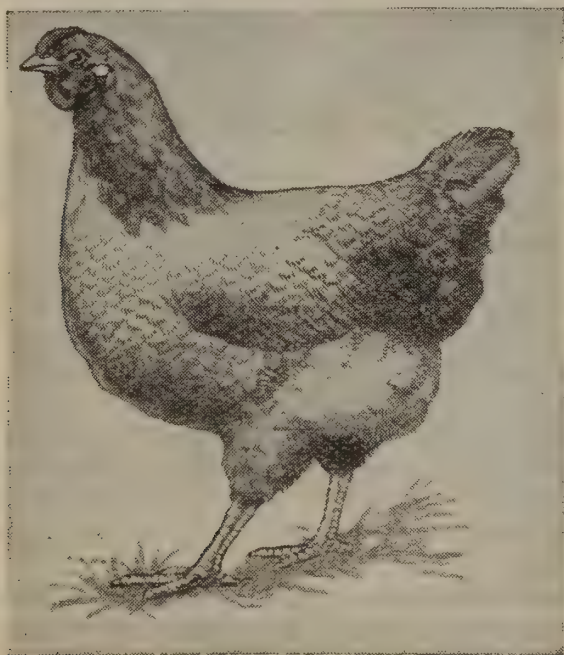
Rhode Island Reds

During recent years this breed has become very popular. They are very hearty fowls and are wonderful layers. Some of the most successful poultry raisers have discarded all other breeds for Rhode Island Reds.

It is easy to build up a flock of these hens to average 200 eggs per hen. It all depends upon culling, feed and care.

They are hardy, gentle and very easy to handle. They make good mothers, but are so busy laying that they do not easily get broody.

There is nothing more attractive than a flock of these beautiful reddish brown birds. They are about the same size and general type as the Plymouth Rock, but are very meaty. They have broad backs and full breasts. They lay large brown eggs.



Heavy Laying Rhode Island Red



Popular Type of White Wyandotte

The Wyandotte

This is another popular general utility breed. Several very heavy laying strains have been developed.

There are several different varieties of Wyandottes, but for a business flock the White Wyandotte is most desired. They lay brown eggs from which vigorous chicks are usually hatched.

These hardy fowls are very popular in the North. Their small rose combs do not easily get frosted. They are quiet and gentle, therefore suited to the city back yard.

Wyandottes grow rapidly under right care and feeding. Fertility of this breed is not good, due to large amount of fluff about the vent.

Importance of Culling

You run a great risk of losing your money when you buy a lot of birds simply because they look good to you. You cannot be sure of having a flock of profitable layers unless you cull out and sell the poor birds.

The experienced poultry raiser can go into any flock and quickly pick out the good layers. There are several simple rules for doing this. Let us briefly mention them.

Shape and Color

The good layers have a clean-looking head, brown or white beak, and white legs. A hen with bright yellow legs and a yellow beak is not laying. She is using the yolk material in her feed to make yellow legs.

The good layers have full breasts and broad backs, sloping gradually from neck to tail. They are active and vigorous. The poor layers are just the reverse of this.



Pelvic Bone Must Be Soft and Flexible

After you consider the size, shape, color and activity of the hen you must examine her carefully to determine the length, spread and thickness of her pelvic bones.

The Pelvic Bones

The size and efficiency of the hen's egg-making organs is determined by the size of the cavity which contains them. This cavity is always indicated by the length, spread and thickness of the pelvic bones.

Take up a live hen and feel her pelvic bones as shown in the illustration. If they are thick and hard she is a poor layer.



Measure Length of Pelvic Bones

Then measure the spread of the pelvic bones with your fingers as illustrated. If you can get three of your fingers between these bones you have a good layer, but if there is a spread of only two fingers the hen should be discarded.



You should next examine the hen for length of pelvic bones as illustrated. The high producers have such length that you can get four fingers between the fork of the bones and the vent.

Hens that have narrow pelvic bones which are hard and stiff are not worth feeding for eggs. They will never make a record in egg production.

You should select hens and pullets with flexible, wide-spread bones and with full body, broad breast and back. Then you will have the foundation for a very profitable poultry enterprise.

You can increase your average egg production per hen every year by continuing this culling process and retaining as layers only the pullets that show these laying characteristics in the most marked degree.

Your Poultry House

The poultry house should be located where the ground slopes gently away from the house to prevent dampness during the rainy season. It should be faced in the direction opposite of the prevailing winds.

For the small backyard flock a house of 6x9 feet will accommodate 10 to 15 hens of the large breeds or 12 to 18 Leghorns. The labor of managing a flock may be reduced with a properly built house.

The writer of this booklet has devoted a great many years of his life to poultry culture in its various branches and has designed many types of poultry houses. One of the best and most complete is herewith shown in sectional view.

This type of house is properly ventilated and it has a raised floor and removable droppings-board underneath the roosts. This permits the use of the entire ground area as a scratching floor during wet weather.

The nests are placed across the back

(Continued on page 18)



Convincing Evidence of

How an Egg is Made

The first duty of the hen is to lay eggs. Her natural craving is for feed which contains everything necessary to make the complete egg—yolk, white and shell.

The hen digests her feed in her craw. Sharp grit is necessary to help break up the feed and convert it into liquid. Chol-
erine in the drinking water hastens this digestive process.

All the digestible material in the feed is absorbed into the hen's body before the egg is made. The yolk material in the feed is starchy and it makes fat. The material which makes the white of an egg is the pro-



the Value of Cholerine

tein element. It makes lean meat and feathers. The mineral matter in the feed and grit makes the shell.

After the hen absorbs all these materials into her body her egg-making organs withdraw from her own blood the materials necessary for the egg.

The yolks are formed in the ovary and then pass into the oviduct where they are surrounded by the albumen or white after which it is covered with the thin film and finally the shell.

Then the complete egg is forced by the muscular contraction of these organs through the vent into the nest.

SOMETHING TO CROW ABOUT

(Continued from page 15)

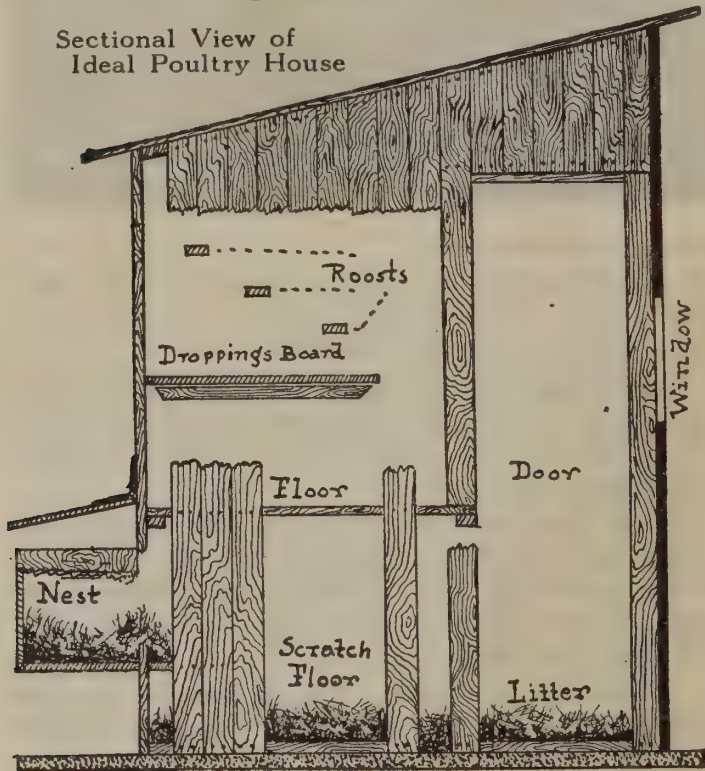
so the eggs can be removed without entering the poultry house. It is an easy matter to put a gate trap at the inside entrance of each nest so an accurate check may be kept of the egg production of each hen.

This house may be built of tongued and grooved lumber with the floor of the same material. The roof may be of rough lumber, covered with any good roofing material.

The droppings-board is easily made of one by two-inch lumber with a sheet of galvanized iron as the bottom. It should be cut to fit so that it will slide in and out just like the drawer of a table. Old newspapers in this tray will catch the droppings.

On farms where larger flocks are kept this same design of house may be used but on a larger scale. Or it may be used in the same size when it is desired to keep a record according to certain matings.

Sectional View of
Ideal Poultry House



Proper Care of Fowls

Let us now assume that you have decided on the breed you want, and you have culled the hens to pick the best layers, and you have put them into the right kind of a house, properly placed.

Your next step is to be sure that you are located on ground which has not been previously used for poultry raising, or you may have an epidemic of disease when you least expect it.

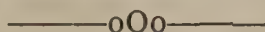
If the former owner of your premises raised poultry he may have had Cholera, Roup, or Limberneck in his flock; he may have lost hundreds of baby chicks from White Diarrhoea.

In this case the ground should be plowed and harrowed and thoroughly sprayed with Germo Disinfectant before you turn your own fowls loose.

In freezing weather you should keep your fowls indoors. During the spring and summer months the fowls may go in and out at will except in rainy weather, but you should avoid overcrowding.

Keep your poultry house clean all the time. The nests should be dusted with Germo Lice Powder and the roosts and walls should be sprayed at least once a week with Germo Lice Killer.

The fowls should have access at all times to clean drinking water with three Cholérine tablets or three tablespoonsful liquid, to each gallon. Cholérine keeps your hens in a healthy condition and it is also a big aid to the rapid digestion of feed, which hastens its conversion into meat and eggs.



Feeding for Eggs

No hen can lay any more eggs than she has yolks, whites or shells. If 100 pounds of feed should contain material for 100 yolks

and only 50 whites it would be impossible for the hen to lay more than 50 eggs.

This simple fact is the strongest possible reason why a balanced ration should be fed.

A great many poultry raisers make the mistake of feeding table scraps, stale bread and cracked corn to their laying hens. This is absolutely wrong because such a ration contains too much yolk material and too little for whites.

A Dry Mash Feed composed of Dried Buttermilk, Linseed Meal, Yellow Corn Meal, Meat and Bone Meal, Red Dog Flour, Reground Oats, Alfalfa Meal and Wheat Shorts should be kept before the hens in a feed hopper all day long.

Besides this mash your hens should have a scratch feed composed of Cracked Corn, Kaffir Corn, Whole Wheat, Buckwheat and Sunflower Seed, fed in the evening in a pile of litter. This balances the ration and gives the hens the required amount of exercise.

The combination of mash and scratch feeds, supplemented by grit every day and Cholerine in the drinking water two or three times a week will enable you to get the highest possible production of eggs.

We do not sell feeds, but we have the greatest admiration for the feed manufacturers who have spent large sums of money to learn how to make the right kind of mash and scratch feeds.

We recommend that you go to a good feed dealer and get his advice on the kind of mash and scratch feeds you need. They are scientifically prepared and are more economical than any feeds you can mix.

You can feed your table refuse if you wish and you should give your hens plenty of green stuff, such as turnip tops, kale, clover, lettuce and cabbage. Green feed several times a week is very essential.



Raising Baby Chicks

Your success in hatching and raising baby chicks depends first of all on using eggs from vigorous hens—fertilized by a strong male. You can be sure of getting the right kind of eggs by the proper care and feeding of your flock, by keeping the fowls in good condition with Cholerine.

Your baby chicks should be kept warm and dry and they should not receive any water nor food of any kind during the first 48 hours. They should have access to medium sand.

From the time they are 48 to 96 hours old they should be fed a prepared starting mash moistened with water until it is crumbly. Give it to them five or six times a day. They should have clean water all the time.

From the fourth to the fifteenth day they should have growing mash in hoppers and fine scratch feed in litter at the time.

From the fifteenth day to four weeks they should have chick-growing mash fed dry in hoppers all the time and one-half cup of scratch feeds to every fifteen chicks in dry litter.

As the chicks grow older the quantity of mash feed and scratch feed may be increased. They should have grit and green feed from the time they are fifteen days old and clean drinking water should be within reach all the time.

Keep the chicks warm and dry. Do not let them get wet. You should prevent diarrhoea and other diseases by dissolving two

Cholerine Tablets or two tablespoonsful liquid in each gallon of drinking water.

There are many forms of intestinal disturbances which cause a white discharge around the vent. They are mistaken for the dread White Diarrhoea, but this is a germ disease which is inherited. However, all these disturbances are fatal to baby chicks.

It is easy to prevent and relieve these troubles with Cholerine. A more detailed treatment of White Diarrhoea and other diseases will be given under another heading.

Lice and mites are also very fatal to baby chicks. If the chicks are cared for by the mother hen you must make sure that she is free from vermin before the chicks are hatched.

The nest should be sprayed with Germa Lice Killer and the hen should be frequently dusted with Germa Lice Powder. These famous preparations are harmless, but they are instant death to lice and mites.



Feeding for Market

The hens which are fed a properly balanced ration should be heavy layers, but the heavy layers are not the fat hens.

When you cut down the ingredients that make whites and shells and increase the materials that make yolks you are then feeding for fat and flesh.

When you feed mature fowls for market there is nothing better than a mash composed of 50 pounds corn meal, 50 pounds Red Dog flour and 10 pounds of dried buttermilk, moistened with Cholerine water, with plenty of sharp grit, supplemented by green stuff.

When you are raising spring chickens for market you should try to produce both size

and weight. In this case you need the proteins in the feed to make bone and muscle.

Therefore, your spring chickens — from the time they are eight weeks old until ready for market should have the same feed that you give your laying hens.

Again, we must urge you to keep your fowls free from lice and mites as these insect pests suck their blood and rob them of the vitality which is necessary to convert the feed into flesh, bone and fat.

All fowls that are being fed for market should have clean water all the time with Cholerine in it—three tablets or three table-spoonsful liquid to each gallon. The mash feed should be moistened with the Cholerine water.

Cholerine is both an aid to digestion and a very beneficial tonic. It also prevents the poultry diseases which are so common during the summer months.



Crate Fattening



Poultry is almost universally bought and sold by the pound. It is no longer sold at "so much per dozen." The leading shippers make a profit by feeding their poultry in crates to make them weigh more than when they bought them from you. You can put on this extra weight yourself and earn this extra money.

All fowls lose weight during the time that they are traveling from the farm to the commission house. They do not get the proper feed and care and the frequent handling and jostling makes them nervous and feverish.

The big feeders have found that Cholerine is a veritable Godsend to them. It relieves the feverish condition, empties the crops of the fowls and makes them greedy for a fattening ration.

Ninety per cent of the big feeders and shippers, including the big packing concerns, use hundreds of gallons of Cholerine or more every year in their feeding operations.

You can put a lot of extra weight on your market poultry by feeding them in a pen or coop, a week or ten days before you ship them.

You should give them a fattening mash composed of 50 pounds of corn meal, 50 pounds Red Dog flour and 10 pounds of dried buttermilk. Keep this mash before your fowls all the time. Feed it moistened with Cholerine water.

Do not give the fowls any scratch feed. They should not be allowed to exercise. Keep oyster shells before them all the time.

Keep fresh, clean, drinking water before them—three Cholerine Tablets or three table-spoonsful liquid to each gallon. This little extra care and attention on your part should give you an increase of 25 per cent or more in the gross weight of your shipment. It means more money for you.

————oOo————

How to Conquer Poultry Enemies

Read this section carefully. It tells you how to prevent and overcome the diseases which cost the poultry raisers several hundred million dollars every year.

Diseases and insect pests are the common enemies of every poultry raiser. We have studied this problem for twenty years and it is doubtful if any other concern in the world has done more than we have to vanquish these enemies.

The common diseases with which we have to deal in the poultry yard are Cholera, White Diarrhoea, Common Diarrhoea, Roup and Limberneck.

Cholerine is the only guaranteed specific for these diseases.

Cholera and Roup

Cholera is a very rare disease. It attacks adult fowls and its symptoms are a thin white discharge streaked with green or black, and usually the fowl lives but a short time. Very often a fine specimen, which was apparently vigorous, will keel over like it was shot.

There is no cure for Cholera. Dead fowls should be taken up quickly and burned. The poultry yard should be at once sprayed very heavily with Germo Disinfectant.

The remaining fowls should be removed to another yard and treated with a warm solution of Cholerine—three tablets or three tablespoonsful liquid to a pint of warm water. Give a tablespoonful of this solution three times a day to each bird, pouring the dose down its throat.

For turkeys you should use five Cholerine tablets or five tablespoonsful liquid to a pint of water.

Roup is a very acute inflammatory cold. It is similar to, but worse than the flu in human beings.

In extreme cases of Roup the bird's head is infected to such a degree that the skin bursts, the eyes swell and pus is seen through cracks of the skin. If the fowls are in this condition you should dissolve ten Cholerine tablets or ten tablespoonsful liquid in a pint of warm water and completely immerse the bird's head in this solution for four or five seconds.

Then make a fresh solution of Cholerine—five tablets or five tablespoonsful liquid to a pint of water—and pour a tablespoonful down the bird's throat two or three times a day.

White Diarrhoea

The Genuine White Diarrhoea is identified by certain symptoms. Usually a white discharge forms around the vent and the chick dies very quickly. Cut it open and you will find the intestines a dirty white color and usually empty. There may be a small smount of green or brown matter, or there may be some unabsorbed yolk. The odor is very offensive.

The infected chicks are chilly, listless and short-backed. In bad cases the chicks will die before they are taken from the incubator.

It would be folly for us or anyone else to say that there is an absolute cure for White Diarrhoea. The infected chicks usually die before any treatment can become effective. Your best safeguard is to check the disease and stamp it out.

Bear in mind that a batch of chicks may be hatched from eggs which were laid by many different hens. You should watch the chicks very closely for the first few days. If any of them die of White Diarrhoea you should immediately remove them and burn them and give the remaining chicks Cholerine—two tablets or two tablespoonsful liquid to a half-gallon of water.

White Diarrhoea can absolutely be stamped out by properly safeguarding your flock before eggs are selected for hatching. The soil in the poultry yard should be plowed, harrowed and thoroughly disinfected by a heavy spraying with Germo Disinfectant. This will kill the germs in the soil and prevent infection through the hen.

Common Diarrhoea

This very common and fatal disease is often mistaken for White Diarrhoea because of the white discharge around the vent. It is caused by sudden changes in temperature, exposure, dampness, or the wrong kind of feed.

If you start feeding your baby chicks on a soggy, starchy mash of corn meal, you will lose a great many of them.

Feed your baby chicks the right feed and give them Cholerine in their drinking water all the time—two tablets or two tablespoonsful liquid to each gallon. Keep them warm and dry until they pass the danger period and you should raise every chick you hatch.

Don't trust your own judgment on the matter of feed. You should use the scientifically prepared mash and scratch feeds which are made by a reliable feed manufacturer and sold by a reputable dealer.

Limberneck

This disease is caused by small thread-like worms which multiply very rapidly in the throat and crop of the fowl. These worms cause paralysis of the neck muscles and the neck becomes flabby and limber—hence the name of this disease.

To treat this disease, dissolve 20 Cholerine tablets or 20 tablespoonsful liquid in a pint of warm water and pour a tablespoon down the fowl's throat four times a day.

For Worms

If your fowls are wormy you should treat the entire flock with three Cholerine tablets or three tablespoonsful liquid to a pint of water

and give it to your fowls either as drinking water or in their mash feed. Use this dosage two or three times a day three times a week. On alternate days you should administer three Cholerine tablets or three tablespoonsful liquid to each gallon of drinking water.

During this treatment, and also when treating all other diseases, you should keep all other water away from your fowls.



Insect Pests

There are so many different varieties of lice and mites that we cannot describe their characteristics in this booklet. It is only necessary to say that everyone of them is a killer and they multiply very rapidly.

You simply cannot raise bugs and chickens together. The good feed you buy makes good red blood and flesh, and certainly you are not willing for a dozen or more fine hens to supply a daily banquet for several million bugs.

You can get rid of these insect pests easily and quickly by using Germo Lice Powder and Germo Lice Killer. Nothing else in the world equals them for destroying lice and mites.

When you use Germo Lice Killer and Germo Lice Powder according to the simple directions on each package, you are sure to get more eggs on less feed and you will make more money on your market classes of poultry.



And Finally—

Let us sum up by saying that you can make more money on a flock of poultry than you can realize from any other investment which calls for the same amount of money, time and effort.

Your success will depend upon the right selection of laying stock, the right kind of housing and care, the right kind of feed and the regular and systematic use of Cholerine and other famous Germo preparations.

Cholerine and Germo preparations are sold by good dealers everywhere. More than a million poultry raisers literally swear by these well-known helps to success.

Every week we receive thousands of letters from poultry raisers who do not hesitate to say that they owe their success to these guaranteed remedies and our helpful co-operation.

If you are having poultry troubles of any kind, do not hesitate to write us. Our experts will set you right.

Famous Germo Helps to Success

Cholerine and other Germo preparations have been on the market for twenty years. They are sold by good dealers throughout the United States and are appreciated by millions of poultry raisers.

Every one of these products is sold under our unconditional guarantee of satisfaction or your money back without question or quibble.

Cholerine—Tablets or Liquid



This celebrated poultry remedy is highly concentrated. A little of it goes a long ways. Three tablets or three table-spoonsful of the liquid will treat a gallon of drinking water. Small poultry raisers prefer the tablets. Full directions for use accompany each package.

Small Package, 50 tablets...\$0.65

Large Package, 100 tablets... 1.00

Commercial size, equal to 1
gallon liquid 2.25

Liquid—Pint Size .65

“ Quart Size 1.00

“ Half-Gallon Size 1.75

“ Gallon Size 2.50

“ 5-gal. keg, per gal. 1.75

“ 10-gal. keg, per gal. 1.50

“ 30-gal. bbl., per gal. 1.30

“ 60-gal. bbl., per gal. 1.20



Germo White Diarrhoea Tablets

This is a specific remedy for the prevention and treatment of White Diarrhoea exclusively. It is administered in the drinking water. Full directions for use accompany each package.

50 tablets, 50c.



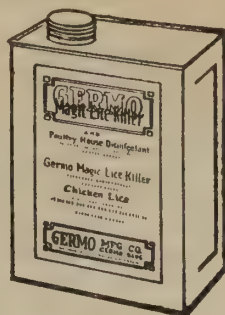
Germo Lice Powder

This is beyond all question the best lice powder in existence. We have made several thousand experiments with every known ingredient to get just the right combination. It is instant death to lice, but does not harm fowls. Complete directions for use with each package. Price, 25c.

Germo Lice Killer

This is a powerful liquid to be sprayed on the nests, roosts and walls of the poultry houses. It penetrates everything and instantly destroys all insect pests.

Quart Cans, each	\$.50
Half-Gallon Cans	.75
Gallon Can	1.50
10-gallon keg., per gal.	1.25
30-gallon bbl., per gal.	1.10
60-gallon bbl., per gal.	1.00



Germo Carboline Disinfectant

This is the most powerful disinfectant known. It instantly destroys germs of disease in the soil or in the poultry house. It destroys foul odors and keeps the premises smelling sweet. Applied with sprayer; full directions on pkg.



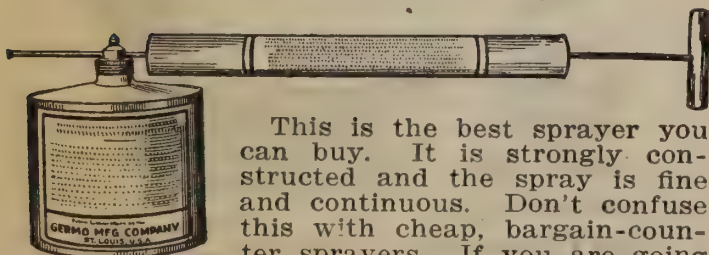
Quart Cans	\$.50
Half-Gallon Cans	1.00
One Gallon Can	1.50
10-gal. keg, per gal.	1.25
30-gal. drums, gal.	1.10
60-gal. drums, gal.	1.00

Germo Creosote Animal Dip

This is the best preparation in the world for treating skin diseases of all animals. Nothing equals it for mange on dogs, lice on hogs, scabies on sheep, etc. Highly concentrated. Use one gallon to 70 gallons of water. Full directions with each package.

Same Price as Disinfectant.

Germo Automatic Sprayer



This is the best sprayer you can buy. It is strongly constructed and the spray is fine and continuous. Don't confuse this with cheap, bargain-counter sprayers. If you are going to buy a sprayer it will pay you to get this one. It will last for many years. Price, \$1.25.

ASK YOUR DEALER FOR GERMO PRODUCTS.

Progressive dealers everywhere sell Cholerine and other Germo Products. Every one of these dealers is authorized to refund your money if you are not satisfied. Read our guarantee on page two.

Insist upon having these vital necessities to poultry success. If your local dealer should not be able to supply you, your order will be promptly filled if sent direct to the nearest office of this Company.

If you will send in your dealer's name, we are certain that we can convince him of the necessity of carrying our entire line so that in the future you will be able to purchase your requirements locally.

If your dealer cannot supply you, send the price to us and we will ship promptly, charges prepaid.

GERMO MANUFACTURING CO.**Dept. BO****St. Louis, Mo.****Los Angeles, Cal.**

**When
all other
REMEDIES
—and—
TONICS fail
Just call on old
Dr. Cholerine**
FOR FOWLS

Cholerine—The Tonic

One of the great merits of Cholerine is in its tonic qualities. It was developed as a disease remedy, but it was later discovered that by feeding it to the fowls all the time as a tonic it both prevented disease and cured diseases in the early stages.

As a tonic Cholerine saves fowls, stimulates egg production and when used with feed for fattening fowls it puts on weight faster than any other combination of feeds.

These facts have been proved in countless scientific tests by professional poultrymen on their own premises—under their own conditions. We have never yet failed to demonstrate to these people the wonderful merits of Cholerine.

The large feeders and shippers were the first to use Cholerine. They are the largest users today. We sell more bulk Cholerine by far than we sell in packages. We can prove this by sales and testimonials.

Ninety per cent of the largest feeders and shippers in America are using Cholerine as a tonic and preventive of disease. They are feeding it all the year round. We are the only manufacturers of a poultry remedy or tonic who can make this statement.

A list of prominent feeders and shippers who use and recommend Cholerine as the best and only tonic and preventive is too extensive to put into this book. We suggest that you ask the nearest large poultry feeders and shippers what they know about Cholerine. We do this because we are sure their reply will be favorable.

We also refer you to the large professional poultry raisers who use Cholerine in bulk quantities throughout the year. They will be glad to tell you how Cholerine increases their profits by reducing mortality, increasing egg production, and making the eggs more fertile. It makes their fowls vigorous.

The largest poultry ranches in the world are in California. A few years ago they discovered the merits of Cholerine. As a result we had to build a factory in Los Angeles to take care of their needs alone.

Cholerine is also being used to reduce losses of live fowls on the way to market. Nearly every freight car of poultry carries Cholerine to be fed en route. These facts should prove to you the necessity for feeding Cholerine all the time and not just to treat actual cases of disease.

**GERMO MANUFACTURING
CO.**

Dept. BO

St. Louis, Mo. Los Angeles, Cal.



Son

HAMBURG DRUG CO.,

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